

# ROUTING AND RECORD SHEET

SUBJECT: (Optional)

Study of OL's Service Environment & Ways to Enhance OL's Image

FROM:

C/PMS

EXTENSION

NO.

DATE

2 July 1985

TO: (Officer designation, room number, and building)

DATE

OFFICER'S INITIALS

COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)

RECEIVED

FORWARDED

1.

IMSS

7-3

*g*

Luree:

Please find attached our PMS response to your "Study of OL's Service Environment and Ways to Enhance OL's Image."

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June 1985

STUDY OF OL's SERVICE ENVIRONMENT AND WAYS TO ENHANCE OL's IMAGE

The Director of Logistics has asked IMSS to undertake a directorate-level objective to enhance OL's image as a service organization. The following questions serve as a point of departure to help us determine how OL can improve its services/support....or better acquaint other components with our role in the Agency. Feel free to tailor the questions to your component or expand them as you think best contributes to this effort. Please add continuation sheets as needed.

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1. In your component, what activities/products/services act as "image creators" for you and OL?
  - a. Our people.
  - b. Quality of the advice and consultation we provide.
  - c. Level of responsiveness.
  - d. Contracts and purchase orders.
  - e. Data and service from CONIF.
  - f.
  - g.
  - h.
  - i.
  - j.

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QUESTIONS FOR OL DIVISIONS/STAFFS (page 2)

2. What do you think are your customers' perceptions of your component's services and image in each of the above areas? Key your answer to the appropriate letter in Question 1.
  - a. The perception is generally that our people are professional and well qualified. Because of the nature of their job, they are sometimes perceived as nit pickers and obstacles to progress.
  - b. The perception of the quality of advice and consultation provided is quite good. Our people march to a different drummer than the requirements officers in that we must be attentive to law and regulation, as well as good business practice. Technical personnel share these concerns but are driven by mission requirements.
  - c. Level of responsiveness in CIA exceeds that of any other agency but is somewhat subjective and can be challenged no matter how quickly we turn things around. The decentralized teams take fewer hits than Procurement Division.
  - d. Our contracts and purchase orders are well regarded in the contractor community. They do the job with minimal bureaucratic red tape.
  - e. CONIF data and service are used widely throughout the Agency by a diversity of components. Performance is uniformly perceived as good.
3. In which areas could your component project a better image or provide a better service? How? (Key your answer to the appropriate letter in Question 1.)
  - a. The people we have project an excellent image. We could project a better image if we had more of them so that we could staff key jobs on a timely basis.
  - b. No comment.
  - c. As in (a) above, we could be more responsive if we had more people.
  - d. When we are fully automated, our contracts and purchase orders will project an even better image.
  - e. CONIF and the entire procurement system suffer from double keying of data. LIMS was pointed toward a method whereby data would be keyed once. Any successor system to LIMS that does this will improve image.
  - f.
  - g.

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QUESTIONS FOR OL DIVISIONS/STAFFS (page 3)

4. What additional services/support could your component add to improve customer relations and enhance OL's image? Please indicate priority.

Achievable with present resources

a. None.

b.

c.

d.

e.

f.

g.

Achievable with additional resources (specify resources)

a. Inspection of procurement components to insure compliance with delegations.

b. More oversight of entire procurement system.

c.

d.

e.

f.

g.

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QUESTIONS FOR OL DIVISIONS/STAFFS (page 4)

5. What other factors do you think influence OL's image? How can they be changed to enhance OL's image?
  - a. OL has an excellent image already. Identification of squeaky wheels (chronic complainers) and focusing on defusing them might defuse groundless complaints.
  - b.
  - c.
  - d.
  - e.
  - f.
  - g.
6. How can we best communicate to others in the Agency the scope and importance of OL's services/support?
  - a. A multimedia show covering activities and keying on projects.
  - b.
  - c.
  - d.
  - e.
  - f.
  - g.

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QUESTIONS FOR OL DIVISIONS/STAFFS (page 5)

7. What public relations tools could you suggest to enhance OL's image (e.g., employee bulletins, posters, brochures, video presentations, briefings)?
  - a. I like all of those suggested. Would recommend monthly publications so that the story is driven home.
  - b.
  - c.
  - d.
  - e.
  - f.
  - g.
8. If we were to conduct a voluntary random survey of the perceptions of OL within the Agency, who would you recommend be queried and with what specific questions?
  - a. Do you regard OL as a good place to work?
  - b. What are the divisions or major functions in OL?
  - c. We have been working hard to improve the EDR, the bus service, etc. Have you noticed the improvement?
  - d.
  - e.
  - f.
  - g.

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QUESTIONS FOR OL DIVISIONS/STAFFS (page 6)

9. Has your component conducted a customer survey within the past two years? \_\_\_\_\_ If "yes," please make copies of the survey and results available to IMSS. (Elaborate, if desired, on any changes made as a result of the survey or any changes suggested but not implemented.)

Procurement Division has done a survey and will provide copies.

10. What other suggestions do you have for enhancing OL's image that are not specifically addressed in these questions?

a. None.

b.

c.

d.

e.

f.

g.

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